

Thinking World Class

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NORTHEASTERN
STATE UNIVERSITY



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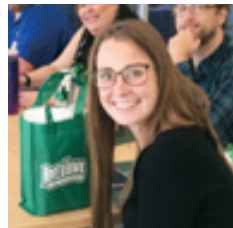
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NORTHEASTERN
STATE UNIVERSITY

COLLEGE OF BUSINESS & TECHNOLOGY
700 N. Grand Ave.
Tahlequah, OK 74464-2304
CBT@nsuok.edu



From the Dean's Office

We are in exciting times in the College of Business & Technology. Economic growth and workforce needs are the topics of most business conversations in Northeast Oklahoma. The city of Tahlequah has two major constructions underway with the new Cherokee Casino and the new Cherokee Nation Indian Health Clinic, which will be the largest in the history of the United States. North of Tahlequah in Pryor, Google is expanding its data center to be the second largest data center in the world. On NSU's Tahlequah campus, Seminary Hall is in the process of a major preservation thanks to the financial support from the Cherokee Nation. Broken Arrow's over 350 manufacturing companies are expanding and attracting potential companies from around the world. In addition, Baby Boomers are retiring from mid to upper management positions presenting workforce needs and many opportunities for our graduates. We are working with industry, community colleges and high schools to create pipelines for skilled workers to meet their needs, not only for entry level workers but to provide the relevant curriculum to upskill their current workers into mid to upper level positions.

This summer, our MBA was approved for online delivery with the following emphases:

- Business Analytics
- General Management
- Healthcare Administration
- Healthcare Informatics

Others MBA emphasis include:

- Long Term Care
- Managerial Accounting and Finance
- Native American Enterprise
- Environmental, Health, and Safety Management

Furthermore, Onlinembapage.com a website developed to serve as a dedicated resource for potential MBA students, recognized our MBA in Business Analytics as one of the

Top Online MBAs in Business Analytics for 2019-20. The criteria used was Business Curriculum; Accessibility and Online Curriculum Delivery Platform; Cold, Hard Analytics; Reputation and Third Party Accolades; and Faculty Engagement.

<https://onlinembapage.com/mba-business-analytics-list/>

<https://onlinembapage.com/best-value-fully-accredited-online-mbas-for-2019-20/>

We welcome, new to our faculty this year, Dr. Arun Madapusi, Assistant Professor of Management. He comes to us with extensive international industry consulting experience in operations management and quantitative methods. Also joining NSU via our partnership with the Oklahoma Manufacturing Alliance is Mr. Mani Karupiah as a Manufacturing Extension Agent.

On the international level, the College of Business & Technology is partnering with Huainan Normal University (HNNU) in Huainan, China and Zhejiang Business College (ZJBC). ZJBC is located in Hangzhou, China, the headquarters of Alibaba, the world's fifth largest internet company. These partnerships allow students from China to finish select degrees from NSU and provides opportunities for our faculty and students to teach and study abroad.

Based on worldwide and regional needs in business, we continue to promote our quality programs, recruit quality faculty and are continually seeking industry insight to stay relevant. Our goal is to provide opportunities for our students to become successful in their careers and provide the skilled workforce to meet northeast Oklahoma's workforce needs while continuing to build the College of Business & Technology's strong reputation.

Have a great semester!

*Dr. Janet Buzzard
Dean and Professor*

“Baby Boomers are retiring from mid to upper management positions presenting workforce needs and many opportunities for our graduates.”

CONTACTS

ADMINISTRATIVE

Dr. Janet Buzzard, Dean
918-444-2910 | buzzardj@nsuok.edu

Dr. Benjamin Ofili, Associate Dean
918-444-2963 | ofili@nsuok.edu

Dr. Justin Halpern, Assistant Dean
918-444-2989 (TQ) / 6525 (BA) | halpernj@nsuok.edu

Ms. Sarah Johnson, Admin. Assistant
918-444-2959 | swazes@nsuok.edu

Ms. Pamela Montag, Admin Secretary BA
918-449-6560 | montag@nsuok.edu

Mr. Dan Fuller, Technology Specialist
918-444-2954 | fuller@nsuok.edu

DEPARTMENTS

ACCOUNTING & FINANCE

Dr. Julia Kwok, Chair
918-444-2960 (TQ) / 6516 (BA) | kwok@nsuok.edu

Ms. Jana Seawright, Admin. Secretary
918-444-2960 | seawright@nsuok.edu

BUSINESS ADMINISTRATION

Dr. Dilene Crockett, Chair
918-444-2940 (TH) 6548 (BA) | crocketd@nsuok.edu

Ms. Robin Hunter, Admin. Secretary
918-444-3086 | hixrr@nsuok.edu

MARKETING, HOSPITALITY & SUPPLY CHAIN MANAGEMENT

Dr. Jitendara Tewari, Chair
918-444-2992 | tewari@nsuok.edu

Ms. Robin Hunter, Admin. Secretary
918-444-2999 | hixrr@nsuok.edu

INFORMATION SYSTEMS & TECHNOLOGY

Dr. Mike Turner, Chair
918-444-2970 | turne003@nsuok.edu

Ms. Becky Gladd, Admin. Secretary
918-444-2933 | gladdrr@nsuok.edu

GRADUATE PROGRAM DIRECTORS

Dr. Sandy Edwards, | MBA / PMBA
918-444-6542 | edwar001@nsuok.edu

Dr. Gary Freeman | MAFA
918-444-6524 | freemadg@nsuok.edu

Dr. Mitch Ricketts | EH&S
918-444-6500 | ricketts@nsuok.edu

ACADEMIC ADVISORS

Veronica Grayson | TQ
918-444-2913 | graysonv@nsuok.edu

Susan Chitwood | BA
918-449-6359 | chitwoos@nsuok.edu

Kacy Brown | BA
918-449-6403 | brown217@nsuok.edu

PUBLISHER

Dr. Benjamin K Ofili, Associate Dean
918-444-2963 | ofili@nsuok.edu

EDITORS

Kacy Vang, Student Assistant
918-444-2900 | cbt@nsuok.edu



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CBT@nsuok.edu

College of Business & Technology Advisory Board meets

The fall meeting of CBT Advisory Board was held on Oct. 31, 2018 at Broken Chamber of Commerce complex. Dr. Julia Kwok, chair department of accounting and finance gave a presentation on how CBT is adding ethics training into our curriculum. Discussions among others include enhancing CBT curriculum, industry needs, programs professional certification and others. Dean Buzzard briefed the board on CBT progress to include faculty searches.



College of Business & Technology 2018-2019 Advisory Board members



Bob Arvin
Regional Vice President
Walmart



Steven D. Barnes
Vice President
AVB Bank



Dave Brumley
Vice President of Human Resources
Reesor's



John Cook
Director / Market Area President
Capital One



Cornell Lee Cross
Associate Director of Programs
OCAST



Lauren Fleenor
Audit Manager / OK Audit
Deloitte & Touche LLP



Josh Howell
Vice President of Operations
Air Methods



Eric Kehmeier
President
Integrated Bus Tech



Mendee Perry
Chief Operations & Compliance Officer
Cadent Capital Advisors



Brandon Robbins
Health, Safety & Environmental Manager
Ross Group



Kannan Sripathy
Sr. Production Manager
Baker Hughes



Andrea Tucker
Financial Advisor
Merrill Lynch

BUILDING PARTNERSHIPS



CBT students and faculty visit LynnCo Supply Chain Solutions

A College of Business & Technology students visit lead by Dr. Janet Buzzard (CBT Dean), Prof. Jitendra Tewari (Chair, Marketing) and Dr. Jon Shapiro (Professor of Marketing) visited LynnCo International Inc on Oct 24, 2018. This visit was organized by LynnCo International Logistics Coordinator Mr. Gracjan Szuba (NSU Alumni) and Dr. Nayyer Naseem (Assistant Professor of Marketing). The students interacted with the leadership team, met the senior managers and staff, took a tour of their office, and heard about the training and placement opportunities with the company.

LynnCo has expressed interest in continued relationship with the College of Business & Technology, NSU to develop our Supply Chain Management (SCM) program, by sharing their learning and expertise with our students and providing them with opportunities for internships. One of our currently enrolled students, Cross Conner in Dr. Naseem's class, started his internship with the company Oct. 15, 2018. Three visiting Chinese scholars who also were part of the team are planning to enroll in our SCM program after getting motivated and inspired with our classroom teaching and company visit.

Contributed by Dr. Nayyer Naseem

BUILDING PARTNERSHIPS

CBT faculty visit Pioneer Woman Mercantile

A College of Business & Technology team lead by Dr. Janet Buzzard (CBT Dean), Prof. Cari Keller (Dean, Graduate School), Prof. Jitendra Tewari (Chair, Marketing), and Dr. Nayyer (Nick) Naseem (Assistant Professor, Marketing) visited Pioneer Woman Mercantile, Pawhuska, OK, on July 24, 2018, to meet their General Manager (Marketing) Mr. Gerald Buckley in order to explore mutual opportunities for our Marketing, Hospitality and Supply Chain majors. The team also discussed short-term training courses for their current and prospective employees as their business grows. The GM also showed team around their facilities and promised to explore the possibilities of collaboration with Northeastern State University.



CBT Dean, Professors and Dean of Graduate School at PIONEER WOMAN MERCANTILE, PAWHUSKA, OK

BUILDING PARTNERSHIPS

CBT Broken Arrow advisors making a TCC connection

Broken Arrow College of Business & Technology academic advisors, Susan Chitwood and Kacy Brown recently met with their advising counterparts in the School of Business and Information Technology at Tulsa Community College. These meetings were an opportunity to share information about the degrees offered in Business and Technology at NSU and to discuss course recommendations and strategies to better assist students transferring from TCC to NSU. Academic advisors from the four main campuses of TCC (Southeast, Northeast, Metro, and West) were in attendance. Fostering open lines of communication will benefit future transfer students and has already resulted in an increase in the number of TCC students visiting Susan and Kacy for pre-advisement appointments.

Additionally, Susan and Kacy recently participated in NSU at TCC days at each of the four main campuses of Tulsa Community College. These one-day events allowed students an opportunity to come and meet with academic advisors from all of the colleges at NSU to get more information about the degree programs available and the transfer process.

Contributed by Kacy Brown



FACULTY/STAFF UPDATE

CBT welcomes new faculty and staff



Arun Madapusi

Assistant Professor, Management

Arun Madapusi joined NSU in Fall 2018 and teaches business administration courses in CBT. Prior to joining NSU, Arun taught operations and supply chain management, and decision sciences courses at Drexel University. He received his PhD degree in Operations and Supply Chain Management from the University of North Texas. He has an MBA from the University of Texas at El Paso and a BS in Electrical & Electronics Engineering from the Manipal Institute of Technology, India. His research interests span the operations and supply chain management, and information systems areas, and include cultivating interests at the interfaces of various management disciplines and information systems.

Prior to entering academia, he spent more than a decade providing consulting services to client firms in the biosciences, banking, telecom, and the information technology industries. He is a certified Oracle Master and has worked in both Oracle and SAP enterprise system implementations for client firms in different industries and in various capacities.



Subramanian "Mani" Karupiah

Manufacturing Extension Agent (OMA)
College of Business & Technology

Born and raised in Malaysia, Mani graduated with a Bachelor of Electrical Engineering degree from the University of Wollongong (Australia) in 1986. He started as R&D Engineer at SONY Cooperation in Japan and my last position at SONY was CTV Production & Operation

Manager for Japan market. He was responsible for analyzing company vision and divisional goals, preparing and monitoring budget and managing operational cost, quality management system, formulating and reviewing policies and procedures, undertaking performance appraisal for employee compensation and career development, and facilitating resource allocation among production lines.

In 2000, He earned his MBA specializing in Statistic and Total Quality Management from the University of Newcastle in Australia. He worked as a factory manager for NORDENIA International AG in Germany then transferred to Asia to manage China and Malaysia operation. He was in charge of the plant operations: ensuring Management, Quality, Cost and Speed. Mani was highly skilled at identifying, selecting, developing and motivating multi-cultural talents and shaping them into results driven teams.

Prior to joining the Oklahoma Manufacturing Alliance, Mani was a Technical Trainer at OSUIT (Okmulgee) before becoming a Director at OSUIT (Pryor). As a director, he managed OSUIT-MidAmerica Industrial Park (MAIP) Training Center and provided strategic, visionary leadership. He also supervised various customized training programs on-site and also off-site for 80 different organizations. He developed a very positive working relationship with all industries at MAIP and supported all initiatives to improve workforce and economic development for northeast Oklahoma. Mani brings over 33 years of real-world experience to Northeastern State University.

FACULTY STAFF NEWS

CBT professor presents paper at conference

Dr. Nayyer Naseem, assistant Professor of Marketing, with another colleague Dr. Yaprak presented at the Consortium of International Marketing and Research Conference, Georgia State University, Atlanta, GA, Sept. 12-14, 2018



THE ROLES OF PRODUCT INVOLVEMENT AND BRAND OWNERSHIP IN DEVELOPMENT OF GLOBAL BRAND ATTITUDES AND PURCHASE BEHAVIOR

ABSTRACT

There is a wealth of research on the influence of consumer predispositions, brand attributes, or/and business environment in the formation of consumer attitudes and purchase behavior towards any market offering. Yet, less is known about the interdependent effects of these factors in the formation of affective and evaluative components of attitude, and if these influence gets differentiated by product category involvement (high vs. low), or by brand ownership (domestic vs. foreign), particularly in the context of global brands. This study is an effort to shed some light on these questions, by exploring the independent and joint effects of a chosen consumer predisposition (consumer affinity) and a brand attribute (perceived value) in the formation of brand attitude, through its affective and evaluative dimensions that lead the consumer to purchase intention (a behavioral response). It also examines if these relationships vary with product involvement and brand ownership. Using attitude theory as the conceptual anchor, a theoretical model is proposed with testable propositions. SEM methodology is applied on survey data collected from the ordinary consumers online for four chosen global brands in the mid-size sedan and sport shoe product categories: BMW, Ford, Adidas, and Nike. Findings reveal insights about how marketers might tailor their promotional strategies and product positioning to achieve desired market outcomes. Limitations, and future research questions are also discussed.

Key Words: Consumer Behavior, Consumer Affinity, Perceived Value, Brand Attitude, SEM.

Contributed by Dr. Nayyer Naseem

FACULTY STAFF UPDATE

Tilly Kinnee joins manufacturing alliance as vice president

The Oklahoma Manufacturing Alliance has named Kinnee Tilly as its vice president of business development and operation. This position coordinates a field staff of 20 with offices in communities across the state, while developing relationships with numerous sponsors, partners and stakeholders.



“Along with a deep knowledge of the manufacturing industry, Kinnee brings an enthusiasm and energy that will help move our organization forward,” says Dave Rowland, president of the Manufacturing Alliance. “Kinnee is uniquely qualified to help us build collaborative relationships and advance our economic development mission.”

Tilly earned a master’s degree from the University of Oklahoma. Most recently, she served as Interim CEO and President of the Broken Arrow Chamber of Commerce and Economic Development corporation. Previously she served the organization as senior vice president of economic development. Before that, she was vice president of business retention, expansion and small business for the Tulsa Regional Chamber.

“The Oklahoma Manufacturing Alliance is working to raise the standard of living in communities all over Oklahoma,” Tilly says. “I’m excited to support the manufacturers that support our economic growth and build a strong manufacturing ecosystem.

“Maintaining competitiveness amid global challenges is a big issue for many firms, especially small and medium-sized manufacturers. Companies need to invest in technology, deploy data analytics, and embrace emerging tools like 3-D printing and robotics. Those that do this will be able to compete while others get left behind.”



The Oklahoma Manufacturing Alliance is a not-for-profit economic development organization. Each year, the Manufacturing

Alliance works with hundreds of companies on thousands of projects. The economic impact is extraordinary, totaling tens of millions of dollars in new sales and significant high-wage job creation. The organization is distinctive in its ability to utilize the programs developed through the national Manufacturing Extension Partnership.

The Oklahoma Manufacturing Alliance along with the Oklahoma Center for the Advancement of Science and Technology, i2E, and OSU’s New Product Development Center forms the Oklahoma Innovation Model. It is an integrated solution for innovation. OCAST funds qualified research, i2E then delivers concept validation and secures growth-stage capital. The Manufacturing Alliance helps ramp innovation from the concept or startup-stage to full-scale manufacturing implementation. Together, the partnership provides the best return on investment, especially in traditionally underserved rural areas of the state.

FACULTY STAFF NEWS

Dr. Roy Wood authors book chapter



Dr. Roy Wood, Dean of the Broken Arrow campus, and Associate Professor of Business, authored a book chapter entitled “Three Innovations for Defense Acquisition Reform,” in the recently released Defense Innovation Handbook: Guidelines, Strategies, and Techniques. The chapter discusses ways to improve the acquisition process by competing requirements among the military services, improving technology transition into programs, and making improvements in managing the defense

acquisition workforce. Prior to coming to NSU, Dr. Wood was a recognized expert in defense acquisition and served as the Vice President of the Defense Acquisition University. He has over 30 years of experience managing large, complex acquisition program and educating acquisition professionals.



Contributed by Dr. Roy Wood

FACULTY STAFF UPDATE

CBT professor Dr. Jim Phillips presents in China

Dr. Jim Phillips presented “The Self-Leadership Change Project” to The National Union of Ghana Students (NUGS), 5,000+ university students from Ghana studying in China. This was an online conference forum with 35 minutes of presentation and 45 minutes of Q&A.

Access the archived presentation here:

<https://fccdl.in/s4ajTBsrKy>



NEWSLETTER SIGN-UP

Stay up to date on everything going on with the NSU College of Business & Technology.

If you would like to update your email or add someone to our email mailing list, please email us at cbt@nsuok.edu



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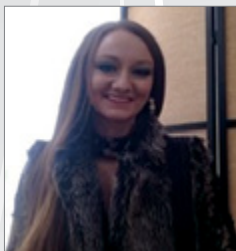
STUDENT ORGANIZATION

College of Business & Technology student council

The Business and Technology Student Council (BTSC) is committed to building relationships between faculty, students and other Registered Student Organizations (RSOs) in the College of Business and Technology through events and preparing student leaders for professional development. The purpose of BTSC is to provide our members with all of the tools necessary to become successful students, leaders and professionals who can excel in the work-force. We are composed of a diverse group of students, representing all business majors as well as busi-ness student organizations. We provide opportunities for leadership and strive for professional develop-ment to help prepare students for the competitive job market.



Charles Coffman
President



Ashlee Hilton
Executive Secretary

Business and Technology Student Council is accepting applications to fill open board seats and CBT Students are encouraged apply.

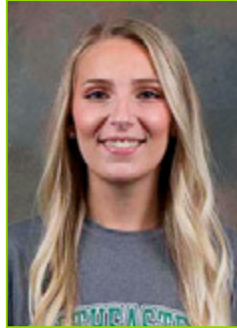
For more information contact:

BTSC@nsuok.edu

918-444-2900 | Dr. Benjamin Ofili x2963

STUDENT/ALUMNI NEWS

CBT accounting senior received \$10,000 scholarship



Valerie Bojko, a senior accounting major, received a \$10,000 scholarship from the Public Company Accounting Oversight Board (PCAOB). The PCAOB awards these scholarships annually to promote accounting education nationwide. There were 322 recipients of this prestigious scholarship this year.

Contributed by Dr. Justin Halpern

STUDENT/ALUMNI NEWS

CBT alum Ross Moss receives Top 40 under 40 Award

2012 Environmental Health and Safety NSU graduate Ross Moyer receives Top 40 under 40 award. Excerpts from Special Supplement September 2018 BusinessAlabama.com



Alabama Associated General Contractors (AGC) announces their "40 Under 40 in Construction Class of 2018." Alabama AGC's 40 Under 40 Class of 2018 winners show that there's more to the construction industry than designing and building great places for people. These rising stars are making an impact in business, philanthropy and in their communities. They serve their companies in leadership roles, as well as the entire industry by participating in Alabama AGC committees, attending events, conducting educational seminars and preparing them-selves to be the next generation's voice in the largest and oldest non-residential construction organization in the state.

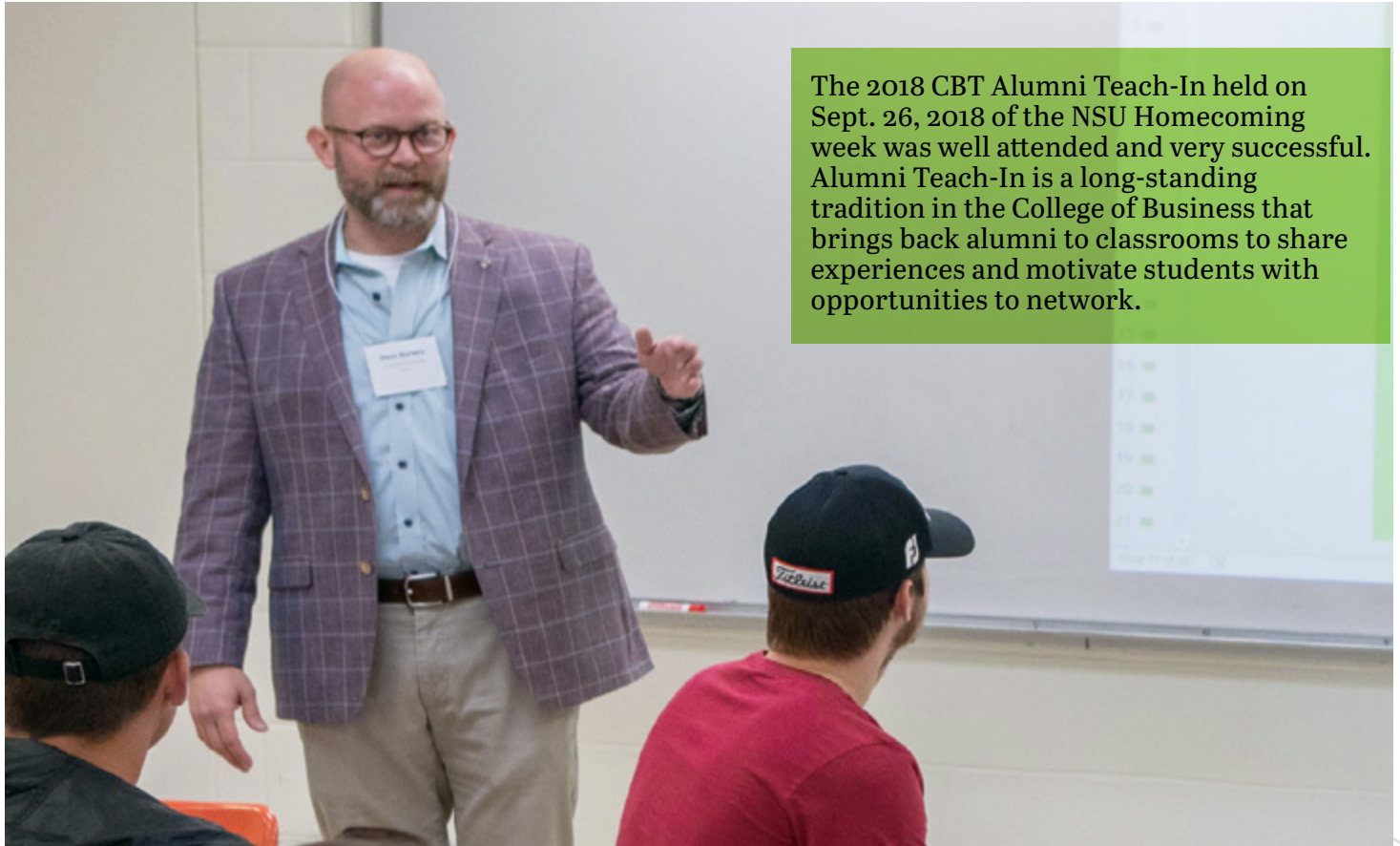
Ross Moyer is a NSU EHS graduate and the Safety and Compliance Manager for White-Spinner Construction Inc. in Mobile, Alabama. At a young age, Moyer has accomplished great success when it comes to safety and awareness. He was named Alabama Safety Director of the Year in 2017 and Mobile Area Safety Leader of the Year in 2014. Moyer personally performs safety audits multiple times a month for each of the company's jobsites across the Southeast and beyond. He leads meetings to educate workers on the jobsite about safety and awareness, administers safety training programs, and has developed a safety performance evaluation process for their employees to drive compliance and participation in their safety culture. He's also been involved in multiple local and state safety committees, being named as chairman of the Associated Builders and Contractors Mobile committee for 2016-2017.

I want to thank Dr. Ellis along with the alumni of the NSU environmental health and safety management department. It is a great program that is gaining recognition all around the country. Nothing makes me more proud than when people ask where I came from or how I got my start in safety and I get to answer, Northeastern State University in Tahlequah, Oklahoma.

Contributed by Dr. Katy Ellis

STUDENT/ALUMNI NEWS

CBT celebrates Alumni Teach-In 2018



The 2018 CBT Alumni Teach-In held on Sept. 26, 2018 of the NSU Homecoming week was well attended and very successful. Alumni Teach-In is a long-standing tradition in the College of Business that brings back alumni to classrooms to share experiences and motivate students with opportunities to network.



Alumni Teach-in 2018 Guest Speakers included:

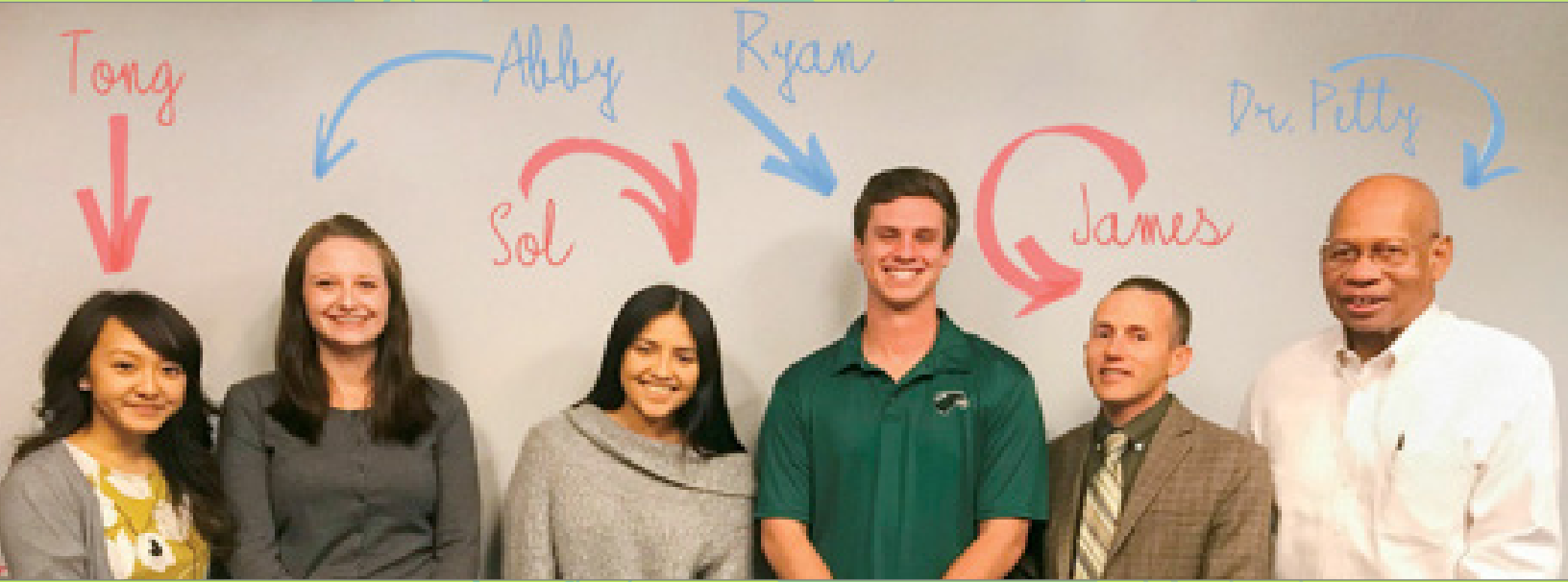
Steve Barnes
Brandon Robbins
Gracjan Szuba

Kathy Frost
Wesley Ard
Chance Ketih

Cheyenne Jordan
Sarah Caldwell

CBT SPOTLIGHT

American Marketing Association NSU – Top of the line chapter



We are the American Marketing Association Top of the Line Marketing Club. We promote personal and professional development and sharing of marketing knowledge within the community and at the university. Our focus for development will be focused on hands-on experiences, networking opportunities and projects. Our board of director starts with our faculty advisor, Dr. Ronald E. Petty, who is the Assistant Professor of Marketing at NSU. Our president is Tong Vang who is a digital marketing student who has goals of becoming a brand manager or digital content manager. She is to ensure all things run well in the club. Our vice president of communications is Abby Dowd, she is a dog lover and a enjoys Supergirl on Netflix. Abby is responsible for all communications internal between members and externally to the university

and community. Our vice president of programming is Ryan Neff, another digital marketing student who has had past experiences with the Dallas Stars hockey team and Texas Motor Speedway. Ryan is responsible for finding speakers to educate our members and the community. Sol Rodriguez is our vice president of memberships and has goals of becoming a social media manager for cruelty-free cosmetics. Sol is responsible for recruiting new members and making sure current members are staying active. Our last member is James Joy, who is active in many fun and professional organizations. James is our assistant vice president of memberships and assistant vice president of programming. James is responsible for making connections with students and professionals to help the vice president of memberships and the vice president of programming.

If you would like to contribute to the College Of Business & Technology, please visit www.nsualumni.com